

DEC. 11. 2008 5:26PM

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NO. 8103 P. 1

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Attorney's Docket No.: 16113-0639001  
Client's Ref. No.: GP-223-00-US

**OFFICIAL COMMUNICATION FACSIMILE:**

**TO: EXAMINER WILLIAM A. BRANDENBERG**

**OFFICIAL FAX NO: (571) 273-5488 AND 571-273-8300**

Number of pages including this page     3 pages

Applicant : Koningstein  
Serial No. : 10/748,681  
Filed : December 31, 2003

Art Unit : 4115  
Examiner : Khanh H. Le

Title : System and Method for Enabling an Advertisement to Follow the User to  
Additional Web Pages

Date: December 11, 2008

To: Examiner William A. Brandenberg

From: Leila R. Abdi, Reg. No. 52,399

(404) 724-2788

Attached is an Interview Agenda dated December 11, 2008. Please confirm receipt of  
this fax.

1180 Peachtree Street, N.E., 21st Floor  
Atlanta, GA 30309  
Telephone: (404) 892-5005  
Fax: (404) 892-5002

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To: Examiner William A. Brandenberg  
From: Leila Abdi, Reg. No. 52,399  
Re.: U.S. Patent Application No. 10/748,681

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Dear Examiner Brandenberg,

Thank you for agreeing to possibly conducting an interview for the above-identified case. In the interview, I intend to discuss how the applied references are not seen to disclose, teach, or to suggest the features recited by the independent claims. Nevertheless, in a genuine effort to advance prosecution, I also intend to discuss the following proposed claim. Please let me know what time you are available for the interview. I can be reached at 404.724.2788

X. (Proposed For Discussion Only – Do Not Enter) A computer-implemented method for advertising comprising the steps of:

delivering a first electronic document including an electronic advertisement in a first display format, wherein the electronic advertisement can be transitioned entirely from the in-a first display format into a second display format upon a ; receiving a first user selection of an expansion icon associated with the electronic advertisement, where the expansion icon is selectable to transition the electronic advertisement from the first display format into a second display format;

delivering the electronic advertisement in the second display format, the second display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option;

receiving a second user selection of one of the one or more menu options after the electronic advertisement has been transitioned to the second display format; and

delivering a second electronic document including content from the referenced network location associated with the menu option selected and including the electronic advertisement in the second display format.

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NO. 8103 P. 3

Applicant : Ross Koningstein  
Serial No. : 10/748,681  
Filed : 12/31/2003  
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Attorney's Docket No.: 16113-0639001/GP-223-00-US

I look forward to discussing this case with you.

With best regards,

*/Leila R. Abdi/*

Leila R. Abdi